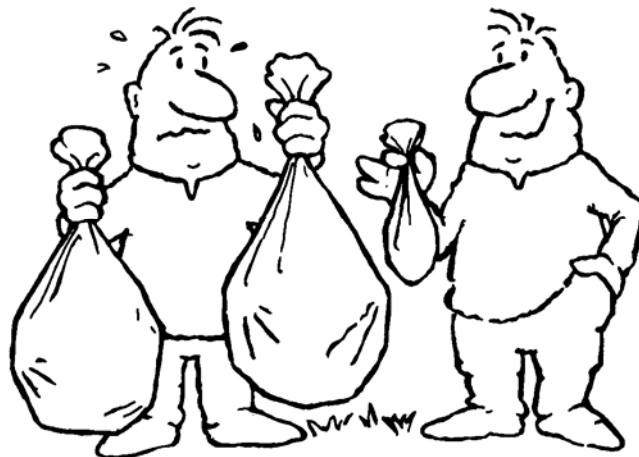


Take the Waste Reduction Challenge!





BEFORE

AFTER

Hate taking out the trash? Here's a hint: If you make less, there's less to take out.

In the next 12 months we want each and every Branford resident to throw out 60 pounds less trash. 60 lbs with a whole year to do it. How hard can it be?

Why 60 pounds?  In the State of Connecticut, we now have about a 30% recycling rate – Branford's about the same. With population increases and other projections, for the state not to export any more trash than we already do, we'll have to be at a 49% recycling rate by 2024. Or we'll need a 61% rate if we're going to deal with all our own trash in state. But if you think that sounds too challenging, try saying it a different way. Every man, woman, and child now disposes of .76 tons per year. To get to 49% we'd need to reduce that to .73 tons. Only .03 tons less? That's only 60 pounds!

The draft State Solid Waste Management Plan thinks we'll have a hard time doing that by 2024. Who do they think they are? Who do they think we are?? Last year's rotted jack-o'-lantern probably weighed 10 pounds!  Compost this year's pumpkin and there's only 50 pounds to go!

Less exported trash means fewer big trucks on I-95 tying up traffic or contributing to air pollution, smaller increases in Your Taxes...sound good?



Will you meet the challenge?

Will you tell us how you're doing?

Write us at WasteChallenge@Branford-CT.gov

Or Waste Challenge / P.O. Box 150 / Branford, CT 06405

See what's working for other people; get new ideas for yourself; Share and Brag!

Results at www.Branford-CT.gov Follow links to Solid Waste & Recycling.

Waste Reduction, Reuse and Recycling

Here are some ideas to get you started



Think about what is heaviest in your trash. Think about what might be toxic in your trash.
Spend most of your time on these items.

- **Have a computer?** There are details on many of these suggestions at www.Branford-CT.gov Under **Town Hall Dep'ts** go to **Solid Waste & Recycling**.



- No computer? Come see the display tables in Town Hall, or we'll mail you flyers, and we still return phone calls.
- Have a dead computer? We'll recycle it! That might be your 60 pounds right there!
- These lists are far from complete. Have suggestions? We'd love to hear. See page 1.

Give it away



Drop Boxes for Clothing are located all around town for a variety of charities and for-profit



companies. Did you know most also take shoes and other textile items such as towels, bedding, or curtains? Must be clean and dry. Don't worry about style, rips, stains.

SARAH's Cupboard: 481-4052, 155 Meadow St., Tue-Sat. 10-4. No large items. Clothing, kitchenware, picture frames, bric-a-brac, toys, small household furniture.

Homemaker Thrift Shop: 481-5161, 76 Maple St. Mon-Sat 10-4. Same as above.

The Goodwill Trailer: 777-2000 x 253, 1151 Main St., staffed Mon-Sun, 8-12 & 12:30-3:45
Same as above, but does take resalable furniture, not large appliances.

The Clothing Bank: 483-2643, 30 Harrison Ave., Mon-Thu 9:30-2, Fri 9:30-1, Sat 11-1.

ReCONNstruction Center: 860-597-3390, 230 South St. New Britain, Tue-Wed 7-12, Thu-Fri



3-6, Sat 8-3, www.reconnstructioncenter.org, used & new building materials of all sorts.

FreeCycleNewHaven@YahooGroups.com: post "Offered" and see who wants almost anything!



Sell it



Hold a Tag sale or donate to a group one: Advertise legally – no signs on phone poles or trees!

Home DuJour: 488-9470, 250 East Main St., Mon-Thu & Sat 10-5, Fri 10-7, Sun. 12-5

consignments for furniture & furnishings.

(Or there's always E-Bay!)



Keep it at home

Invest in Quality: Remember when things were built to last? Some still are.

Fix It! Remember when people could repair things? Some still do. Check Angie's list.

Compost: Rule #1 is stop thinking about rules! Nature does it all by herself all the time. The hardest part about composting is getting around to start. So do it this weekend!



- Like to play outside (and have your family think you're working)?
- Like to be a scientist?
- Don't care about gardening but agree it's silly to try to burn rotten celery as fuel? (That's what will happen if you put it in your garbage can!)
- Want to save trips to the garbage can or to the transfer station?

For a few suggestions go to the website and read DEP's version of the basics in "Compost 101" or for some slightly unorthodox methods, check out "Compost Recipes". I used to compost on the deck of my condo – no one knew! Organics can be 25% of your waste volume.

Don't take it home / let it in the house

Junk Mail: Even better than recycling it, don't get it. See the web site for great ideas.

Packaging: It may not weigh much, but boy can it add up. Watch what you buy.



9/27/06